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Digital Marketing

UNDERSTANDING BASICS





Understanding Digital Evolution

- ▶ Digital Advancement -> Changes in consumer behavior
- ▶ Growth of internet -> Its impact on ways of doing business
- ▶ How mobile technology has increased reach?
- ▶ How our communication has evolved over time – with use of Social Media
- ▶ Online interaction has over taken traditional ways of interacting



Understanding Customers

- ▶ Customers are now more informed and have more choices
- ▶ With the advance of digital customers, expectations have also changed
- ▶ they expect services to be online.
- ▶ Furthermore, as technology provides instantaneous results, while customers expect more, they expect it faster.
- ▶ Customers also expect the overall user experience to be intuitive. If not, they can easily and quickly find alternatives.



And that is it the heart of what digital brings. A shift in power to the customer

Think about yourself!

- ▶ How the digital evolution is changing your purchase patterns?
- ▶ How you buy now versus how you bought a couple of years back?
- ▶ Have you noticed any changes in your purchase patterns? What are they? Why do you think this is the case?



Digital Development



Mobile devices now account for over 50% of web page views worldwide.



In early 2020, the total number of Internet users was 4.5 billion



Number of social media users worldwide was 3.2 billion





Benefits of Digital Growth to Customers



- ▶ Online interaction is available any time, through email, web, social media, etc.
- ▶ Easier accessibility through mobile devices
- ▶ Faster interaction – instant communication
- ▶ Digital interactions are cheaper for the consumer, as they don't require call charges, etc.
- ▶ Digital interactions are easier to link to records and receipts for consumers.
- ▶ Customers are more informed.
- ▶ They have more choice because they can search for and evaluate products and services online before buying.



Challenge & A Business Opportunity

- ▶ **The challenge for businesses is to understand and develop the content to help customer in their decision making process.**
- ▶ The amount of time spent on social media is increasing year on year,
- ▶ The average user spends close to two hours a day on social media.
- ▶ If you look at this over an average lifetime, it is around **five years and four months**, which is more time than an average person spends eating over their lives.

How can you use your customers' time for your benefit / business growth?



What should be your goal?

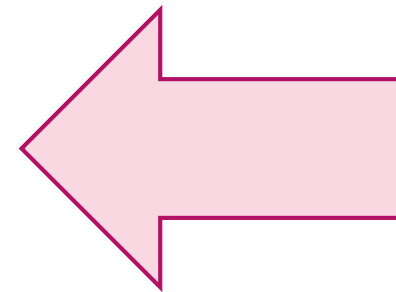
- ▶ Your ultimate digital marketing objective is:
 - ▶ To drive more valuable actions like contact requests, leads, and sales using digital methods
- ▶ For this purpose, your goal should be seamless user experience (UX)
- ▶ Good UX is that you make it easier for potential customers to do business with you.

A good rule of thumb is to create a user experience that is intuitive and personalized so users can find, search, buy, or contact businesses using digital technology.



Leading to Customer Experience (CX)

- ▶ Go beyond seamless user experience (UX)
- ▶ Take care of all customer touch points and interactions:
 - ▶ Web,
 - ▶ Email,
 - ▶ Brochure,
 - ▶ Support and service.



Customer experience (CX), focuses on how the customer is made to feel rather than just product / service usability.



How is CX measured? Customer Reviews



IMPORTANT KEY FACTS

- ▶ According to studies, consumers are likely to spend 31% more on products or services from businesses that have excellent reviews.
- ▶ 85% percent of customers trust online reviews as much as a personal recommendation.
- ▶ Conversely, negative reviews drive away customers.
- ▶ Research shows that 86% of potential customers will not purchase products or services from a business with negative reviews.
- ▶ When negative reviews pop-up on Google searches, businesses can lose up to 70% of future customers.

So what's your job here?

- ▶ Effective and Efficient Management of Use of Social Media

Why?

TO HAVE
POSTIVE IMAGE
OF YOUR
BUSINESS /
EMPLOYER

How?

Online
Reviews

Recomme
ndations

Celebrity
Endorsem
ents
Influencers

Effective
Audio /
Visuals



THANK YOU

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